



Automated Demand Response

Agricultural Irrigation Pumps



Get incentives for installing pump controls and remote monitoring solutions

Growers in California can offset installation costs for pump controls and remote monitoring solutions by applying for PG&E's Automated Demand Response (ADR) Program incentives. Additionally, growers can offset installation costs for pump flow meters, pressure sensors on ADR participating pumps and soil/plant moisture monitoring solutions in fields irrigated by these pumps.

PG&E's ADR Program offers up to \$200 per kW of calculated load reduction in exchange for a commitment to demand response program and event participation.

In a demand response event, PG&E calls on participating growers to temporarily turn down or turn off irrigation pumps. In return, customers may earn payments each time they participate in a demand response event.

By participating in a demand response program, you help keep our state's energy supply clean, reliable and affordable, while retaining control over your pumps.

RECEIVE TECHNOLOGY
INCENTIVES UP TO

\$200/kW

of calculated demand response
load reduction



Eligibility and commitments

In order to be eligible for ADR incentives, customers must have:

- At least one irrigation pump equipped with a PG&E interval meter
- At least one year of billing history

Customers commit to:

- Participate in a qualifying demand response program for at least three to five years, directly with PG&E or through an aggregator. A current list of qualifying demand response programs is available at: pge.com/autodr
- Participate in demand response events, usually through automatic, temporary and safe reduction or shut down of irrigation pumps

Growers could receive:

One-time incentives to install equipment monitoring solutions and ADR enabled controls for pumps. These solutions can give growers the ability to remotely:

- Monitor on/off status of pumps, pump flow and pump pressure year-round
- Turn off pumps year-round
- Monitor soil/plant moisture in fields irrigated by participating pumps

Ongoing payments for actively participating in a qualifying demand response program

Convenience and control over demand response event participation through:

- Advance notification of upcoming events via text, email or phone call
- Automated event participation
- Ability to override pump shutdown during events

Technical and administrative support including incentive estimation, application processing, demand response program enrollment process and ongoing connectivity support

Incentives and ongoing payments:

- The one-time technology incentive is \$200 per kW of calculated load reduction covering up to 75% of eligible ADR project costs*
- Eligible ADR project costs include: hardware for pump control, pump flow meters, pump pressure sensors, hardware for soil/plant moisture monitoring, telemetry hardware, labor for installation and commissioning, telecommunication fees for three years and project management costs
- Ongoing payment amount depends on the selected demand response program

Incentive and payment example

NOTE: Actual incentive and payment amounts will vary depending on individual pump specs and/or aggregator contract.**

Grower applies for ADR incentives on a portfolio of:

- Five participating pumps, 250 hp each*
- 300kW of total calculated demand response load reduction

Grower receives:

A one-time incentive of \$60,000 for ADR project costs, and

Ongoing payments or bill credits through participation in a qualifying demand response program, such as:

- Between \$20,000 and \$25,000 per year in bill credits when participating directly with PG&E in Peak Day Pricing or
- Between \$15,000 and \$20,000 per year in cash when participating through an aggregator in the Capacity Bidding Program.

Next steps

Call the Automated Demand Response Program team today to get started: **1-855-866-2205** or visit pge.com/autodr.

*1 kW = 1.34 hp or 1 hp = 0.75 kW

**The estimate of calculated demand response load reduction is based on actual pump use between June 1 and September 30 in the demand response program time window. The lower limit for Peak Day Pricing estimate assumes all pumps are switched from AG-C to AG-C rate with Peak Day Pricing option. The upper limit for Peak Day Pricing estimate assumes: i) all pumps are switched from AG-C to AG-C rate with Peak Day Pricing option, ii) all pumps have 0 kW capacity reservation level and iii) energy savings are associated with turning off the pump for events and overall usage is reduced. Both lower and upper limits for Peak Day Pricing estimate assume pumps are not used during demand response events when super-peak charge applies. The Capacity Bidding Program estimate assumes equal split of demand response revenue between an aggregator and a grower. Actual results for a customer may vary depending on factors including, without limitation, the customer's usage and its amount of response to events, and then current rates.